

# GREAT LAKES

# CAMPUS UPDATE

*Latest news from BPR*

26 November 2019

## EVENTS & ANNOUNCEMENTS

### BASCCON 2019

On 21 November, BASCCON 2019, Great Lakes first-ever Business Analytics, Supply Chain and Consulting conference was conducted. Several eminent speakers from top organizations had participated and addressed on the theme 'Transformational challenges in The VUCA world'.

The event witnessed participation of Guests Mr Santosh K Misra IAS, CEO Tamil Nadu eGovernance Agency and Commissioner – eGovernance, Mr Rajan Sethuraman, CEO Latent View Analytics, Mr Narayanan Ramaswamy, Partner and Head, Education KPMG, Mr Srinivasan Sundararajan Technology Advisor, GAS Technologies, Mr Anurag Mehrota, President & MD, Ford India, Dr K Ganesh, Global Lead, Supply Chain Management, McKinsey, Dr Uppiliappan Gopalam, Chief Operating Officer, Kals Group, Dr Anbu Rathinavel, Partner Chief Design Officer, Intellect Design Arena Head – School of Design Thinking, Mr Shailu Tipparaju, Chairman, Colosseum Group, Mr Amardeep Devadason, Senior Vice president Global Outsourcing Solutions, R.R. Donnelley, Mr Anand, Vice President & Head Global Innovation Centre, Frost & Sullivan and Mr Anantha Sayana, Chief Digital Officer, Larsen & Toubro.

Program Director, MBA Business Analytics, Dr Vaidy Jayaraman welcomed the gathering and briefed about the theme of the conference and its importance in the present and coming years. Welcoming the gathering, Dr Bala V Balachandran, Founder, Chairman & Dean Emeritus, said, 'Great Lakes is the very first B-School to introduce business analytics as majors'. Dean Dr Suresh Ramanathan addressed the gathering and signed an MoU to collaborate on research pertaining to analytics and emerging technologies such as blockchain, IoT, and Artificial Intelligence. Prof. Sridhar Narayanan, Convener of the conference delivered the vote of thanks.



India Today has published an article authored by student **Parth Gupta, PGDM 2019-2021**.



## How to write CAT exam to score maximum percentile

Click [here](#) to read the article online.

You are nervous and anxious about the exam. For first timers, students or professionals, it's not the end of the world. For experienced people, you've been there on the battle ground before. But giving the exam, boils down to one thing strategy.

Enough mock tests have been given and analyzed. It's time to focus on your strengths. The following strategies can help you score high and keep calm.



### Time and speed

CAT exam has 100 question to be solved in 180 mins. The total average time spent on each question comes out to be 1 minute 48 seconds. Average time for each question in Verbal and Quant comes out to be 1 minute 45 seconds and 1 minute 52 seconds for DI & LR section. But that calculation is only valid if you pick all 100 questions.

If you are able to attempt at least 48 questions with 100% accuracy or 60 questions with 80% accuracy, scoring 144 marks (minimum), you're on your way to score 99% percentile. This also gives you more average time per question. The number of attempts and marks scored can vary based on difficulty level of the paper.

### Question picking

It's all about the picking the right questions and avoiding the deceptive ones. Identify question types among easy, medium and difficult. Mark them (using mark button) and initiate the exam by picking the easy ones. Picking the hard questions will add to frustration and waste a lot of time.

Based on your mocks, identify your total attempts out of 100 questions. You don't have to solve all the 100 questions. Analyze your maximum and minimum attempts based on the exam difficulty and build around that strategy.

### Difficulty level

The difficulty level of the exam is neither in my control nor in yours. If the exam is difficult for you, it's difficult for everyone and probably even for the top scorer. Relatively the average scores will fall. Don't panic if the exam turns out to be difficult. Be mentally prepared. CAT is highly unpredictable. If it comes out to be easy, well the average scores for scoring 99 percentile are going to shoot up. Question selectivity matters. If you're stuck on a question option for more than 30 seconds and not able to select the right answer, mark the question and move on.

## Accuracy

The classic puzzlement Should I focus on solving more questions or fewer questions with high accuracy? Again go back to your mocks and analyze the pattern. What strategy for a particular section helped you score the maximum marks? Difficult exam might put restriction on your ability to maximize your attempts. Remember, accuracy is foremost. Never ever compromise quantity for quality in the exam, even if time is running out. Additionally test takers end up solving more questions in their respective area of strengths. Example, Verbal, Quant or DI & LR. The distribution of question solving doesn't have to be equal across all the sections.

## Last minute solving

The initial minutes in the exam matter a lot, since you end up solving a lot of questions in that period compared to the end minutes. As the time progresses, the brain exhausts. Let's say you have 10 mins left with 10 questions (or more) in a particular section.

If you take a realistic measure, your mind might start panicking seeing the clock. Keep clam. Instead of working 3-4 question in 10 mins, don't start aiming for unrealistic attempts of 7-8 questions, unless you're super-confident or a particular section is your strength. Pick the questions which you think are relatively easy to solve.

Picking up questions will also take few seconds. But worry not, solving correctly will increase your confidence and give a psychological boost to crack next questions (or even more) with higher probability. Aiming for higher attempts in last minute, will put you in panic mode, which will not only hamper the accuracy in the current section but also your performance in the subsequent section.

***All mentioned strategies are an add-on. Work out your own strategy and ace the exam.***

# BLOG

## From Good to Great

***Authored by Bhoomi Shah, PGDM 2021***



Click [here](#), to read the article online

Mr Jayanth Murthy, Joint Managing Director Kaizen Institute – India, south Asia and Africa and one of the leading experts in operational excellence visited Great Lakes Institute of Management Chennai to guide us about how can we use kaizen to transition from **good to great** in an organization.



Mr Murthy started by telling us that kaizen is a Japanese word meaning change for better. He further explained this by telling us that just like an individual, even organisations have habits which differ from one organisation to others. For the organisation to get better they need to keep moving from their current habits to better habits. Mr Murthy also emphasised on kaizen is not a one-time process rather a continuous process to help an organisation to change for better.

To improve the organisation, we can we need to improve the below four P's

Physical workplace improvement

Process improvement

Policy improvement

People engagement.

A physical workplace should be well organised and clutter-free as it leads to improved efficiency. To well organise the workplace we can use the 5S technique which is sort and remove the unwanted items, set in order the wanted item at a designated place, shine the workplace, standardise and make rules for everything and sustain i.e. do it regularly.

Process improvement can begin with visiting the Gemba which means the real place, as kaizen is not about brainstorming but try storming. Thus Mr Murthy emphasised that we should not only talk and strategize about improvement in a boardroom meeting but also visit the real workplace where we should talk to people, collect data about the actual problems being faced at the workplace, find solutions to those problems and implement those solutions proactively. We can also improve the process by eliminating Muda, Mura and Muri at the Gemba. Muda means the wastage; Mura means variations and Muri means the physical burden on people and equipment. Thus having a consistent and efficient process for the organisation.

Policy improvement states that any rules or standards the organisations have which are restricting you from improving the process of the organisation should be amended.

People engagement means to train the people to be more efficient and improve the above-mentioned P's. Mr Murthy concluded this enlightening session by answering the queries, students had about implementing the kaizen and becoming better.

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